

THE CATALYST EFFECT
Disrupting Against Odds

Registrations
are now open for
IvyCap Day 2024!

14th September 2024
at St. Regis, Mumbai
8:30 am onwards

New Investments

Pintel.ai bags \$1 million round in Seed Stage Funding led by IvyCap Ventures to transform sales development for professionals



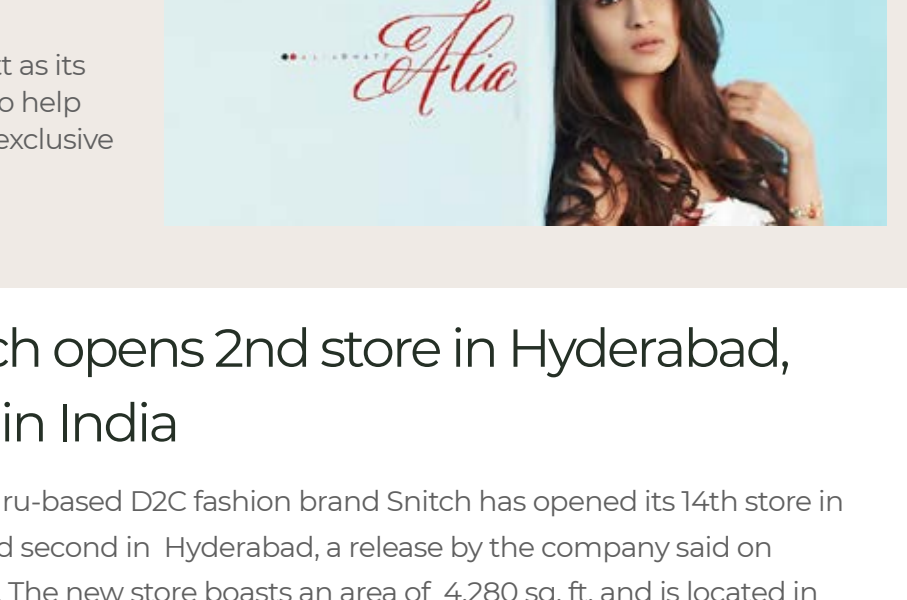
In a significant milestone for the sales technology sector, Pintel.ai, a cutting-edge platform designed to revolutionize sales development, has secured a \$1 million seed round, led by IvyCap Ventures. The funding round also saw participation from prominent investors, including founders and leaders from Whatfix, LambdaTest, Livspace, Moengage, Quizizz, GSF, Heyodta, HROne and other notable angel investors. Vikram Gupta, Founder and Managing Partner, IvyCap Ventures, stated, "Pintel.ai innovative AI-driven approach to sales development addresses significant inefficiencies in the market and aligns with our mission to foster technology that drives real impact. We are excited to partner with Pintel.ai and look forward to seeing how their solutions will revolutionize the sales technology landscape."

Top media coverage

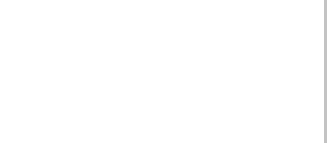


Icanheal secures Rs 15 Cr in seed round funding from IvyCap Ventures

In a significant milestone amidst the evolving healthcare landscape, Icanheal, a groundbreaking platform dedicated to improving healthcare affordability and patient navigation, has secured an investment of ₹15 crore from IvyCap Ventures. This investment aims to bolster Icanheal's platform, enhancing its capabilities to cater to millions of patients, particularly those facing critical care diseases like cancer, by providing customized healthcare financing solutions. Vikram Gupta, Founder and Managing Partner, IvyCap Ventures, stated, "IvyCap Ventures is committed to supporting innovations that address critical healthcare challenges in India. Icanheal's unique approach to improving healthcare affordability through customized financing solutions resonates deeply with our mission. By democratizing access to advanced medical treatments and enhancing patient adherence, Icanheal is poised to make a significant impact in the healthcare sector." He will join the Icanheal board on behalf of IvyCap Ventures.



Top media coverage



Freshly Brewed

Bluestone gets Alia Bhatt onboard as Brand Ambassador, eye dominant market share

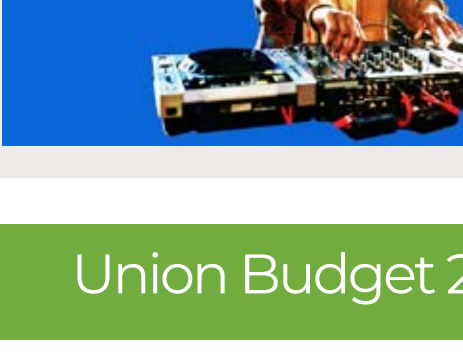
Bluestone, India's leading online fine jewellery platform, has appointed Alia Bhatt as its first brand ambassador. Alia will endorse Bluestone.com's expansive range of jewels to help the company strengthen its position as the country's foremost online destination for exclusive fine jewellery.



[Click here to know more](#)

Educational AI-powered robot Miko to use Gemini for quality control

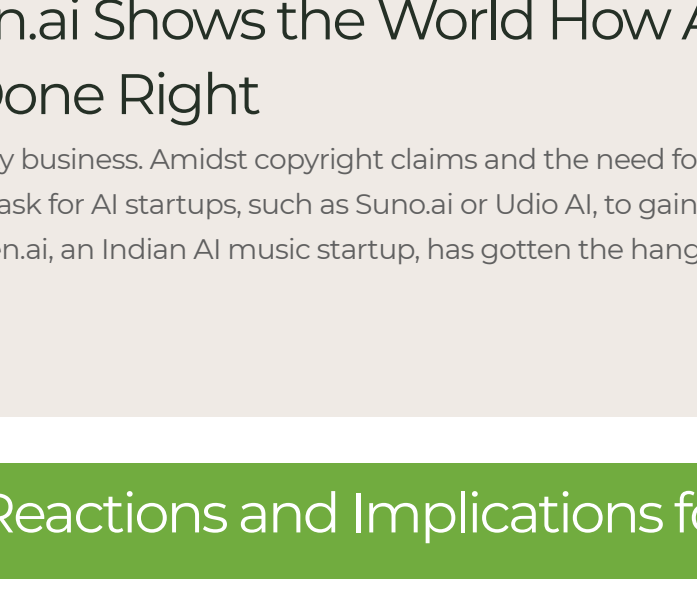
Miko has built its own proprietary AI models over 10 years. Google's Gemini plays a role in Miko's automated quality assurance and security processes, to enhance the safety and reliability of image, audio, and conversational content. It achieves this by simulating diverse user interactions and identifying possible risks, including harmful content and misinformation.



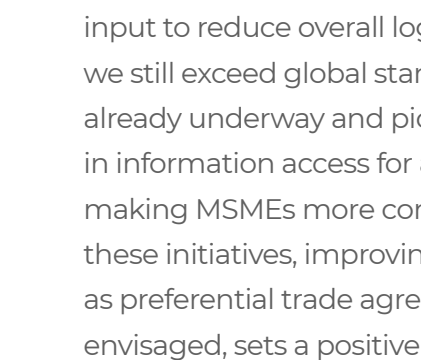
[Click here to know more](#)

Snitch opens 2nd store in Hyderabad, 14th in India

Bengaluru-based D2C fashion brand Snitch has opened its 14th store in India and second in Hyderabad, a release by the company said on Monday. The new store boasts an area of 4,280 sq. ft. and is located in Hyderabad's suburb of Kukatpally.



[Click here to know more](#)



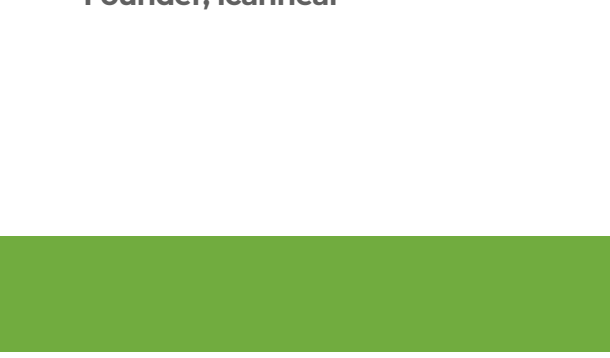
Lendbox expects revenue to grow by 20% in FY25

Peer-to-peer lending platform Lendbox expects its revenue to grow by 20% in FY25. The company had posted a net revenue of Rs 120 crore and a bottom line of Rs 11 crore in the previous financial year.

[Click here to know more](#)

Parking and Mobility Industry Global Software Pioneer, Get My Parking, Promotes Jordan Schwart to Senior Vice President, North America

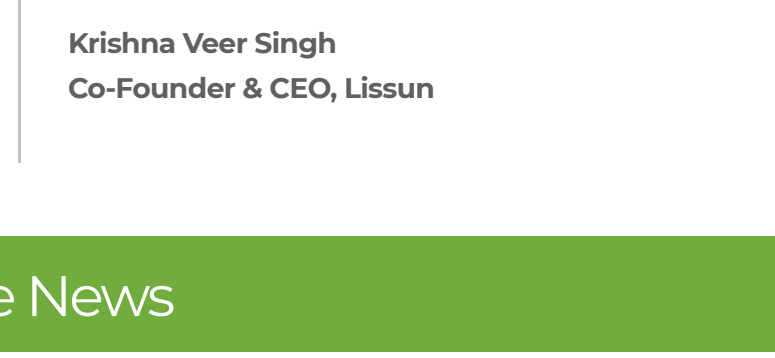
Get My Parking, a global pioneer in interoperable smart parking solutions, proudly announces the promotion of Jordan Schwart to Senior Vice President, North America.



[Click here to know more](#)

ShemarooVerse launches futuristic immersive AI gaming experience with GMetri

As part of this innovative venture, ShemarooVerse has introduced IP-based games (which leverage the power of Artificial Intelligence and allow fans to experience immersive games in the metaverse.



[Click here to know more](#)

India's Beatoen.ai Shows the World How AI Music Generation is Done Right

AI music generation is a tricky business. Amidst copyright claims and the need for fairly compensating artists, it followed a uphill task for AI startups, such as Suno.ai or Udio AI, to gain revenue and popularity. However, Beatoen.ai, an Indian AI music startup, has gotten the hang of it in ethical and responsible way possible.

[Click here to know more](#)

Union Budget 2024-25: Post-Budget Reactions and Implications for the Future

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The overall push on infra development is always the highest impact input to reduce overall logistics spends and improve speed, where we still exceed global standards significantly. The digitization effort is already underway and picking-up steam. It will help ease bottlenecks in information access for all stakeholders. The specific push on making MSMEs more competitive on the global forum through these initiatives, improving access to the financial ecosystem, as well as preferential trade agreements to further bolster the outcomes envisaged, sets a positive trajectory for the cross-border logistics industry, aligning with India's broader economic goals and international trade ambitions.

Anoop Inghraon
Co-founder & Chief Product Officer, Agraga

“

The Budget 2024 is good for startups overall. Abolition of Angel Tax, reduction in LTCG for unlisted equities and broad theme to promote more entrepreneurial enterprises bodes well for the ecosystem. Would love to see more health and technology related investments and support in times to come.

Amit Backliwal
Founder, Icanheal

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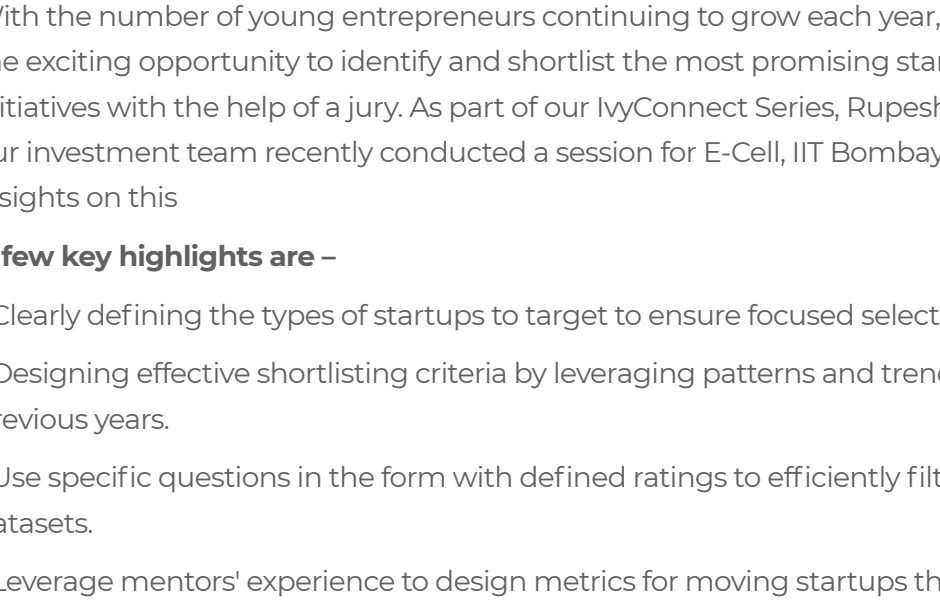
We commend the Union Budget 2024-25 for its landmark decision to abolish the angel tax, which will undoubtedly invigorate the startup ecosystem and unlock new investment opportunities for over 141,000 DPIIT-registered startups. In addition to the angel tax abolition, the extension of the 'eligible startup' definition under the Startup India scheme to include entities incorporated between April 1, 2016, and March 31, 2025, is a welcome move. This extension will enable a broader range of startups to benefit from the tax holiday, thereby enhancing support for innovative ventures across various sectors. We are also encouraged by the allocation of ₹1000 crore to fund space startups, which highlights the government's commitment to advancing high-tech and frontier industries. However, while these measures are promising, we feel that the budget could have given more attention to the pressing needs of the mental health sector. At Lissun, we had hoped for a more substantial focus on mental health, particularly in funding for mental health care and services. Increased investments in digital mental health solutions, integration of mental health into primary healthcare, and incentives for startups innovating in this space are critical. Additionally, addressing the shortage of mental health professionals through targeted skill development, expanding educational programs, and integrating mental health education into school curriculums would have been pivotal. We urge the government to consider these areas in future budgets to ensure that mental health receives the attention and funding it urgently needs.

Krishna Veer Singh
Co-Founder & CEO, Lissun

In the News



Startup ecosystem awaits angel tax reforms in Modi 3.0's first Union Budget



[Watch Now](#)



Budget 2024: FM Sitharaman proposes to abolish angel tax for all investor class

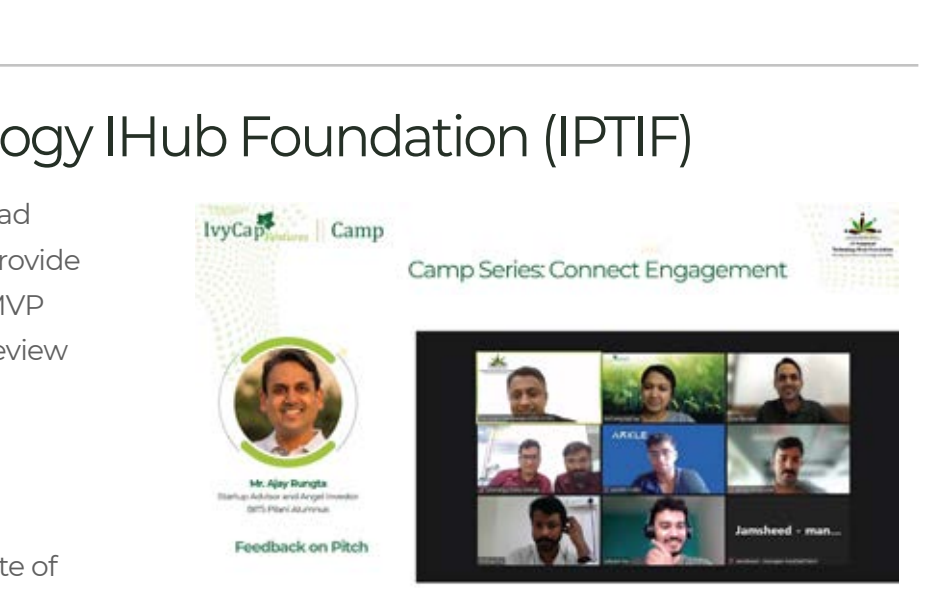


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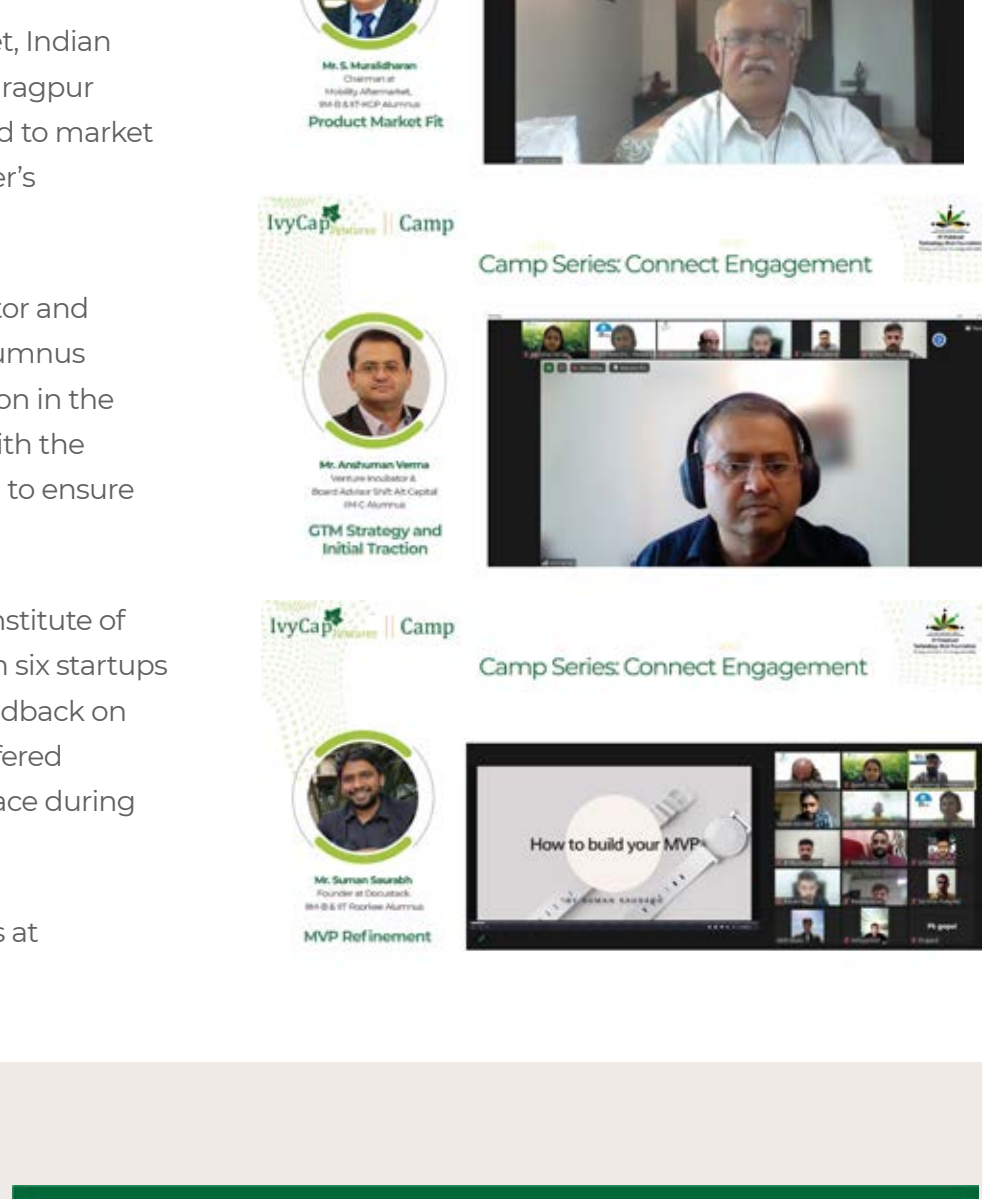
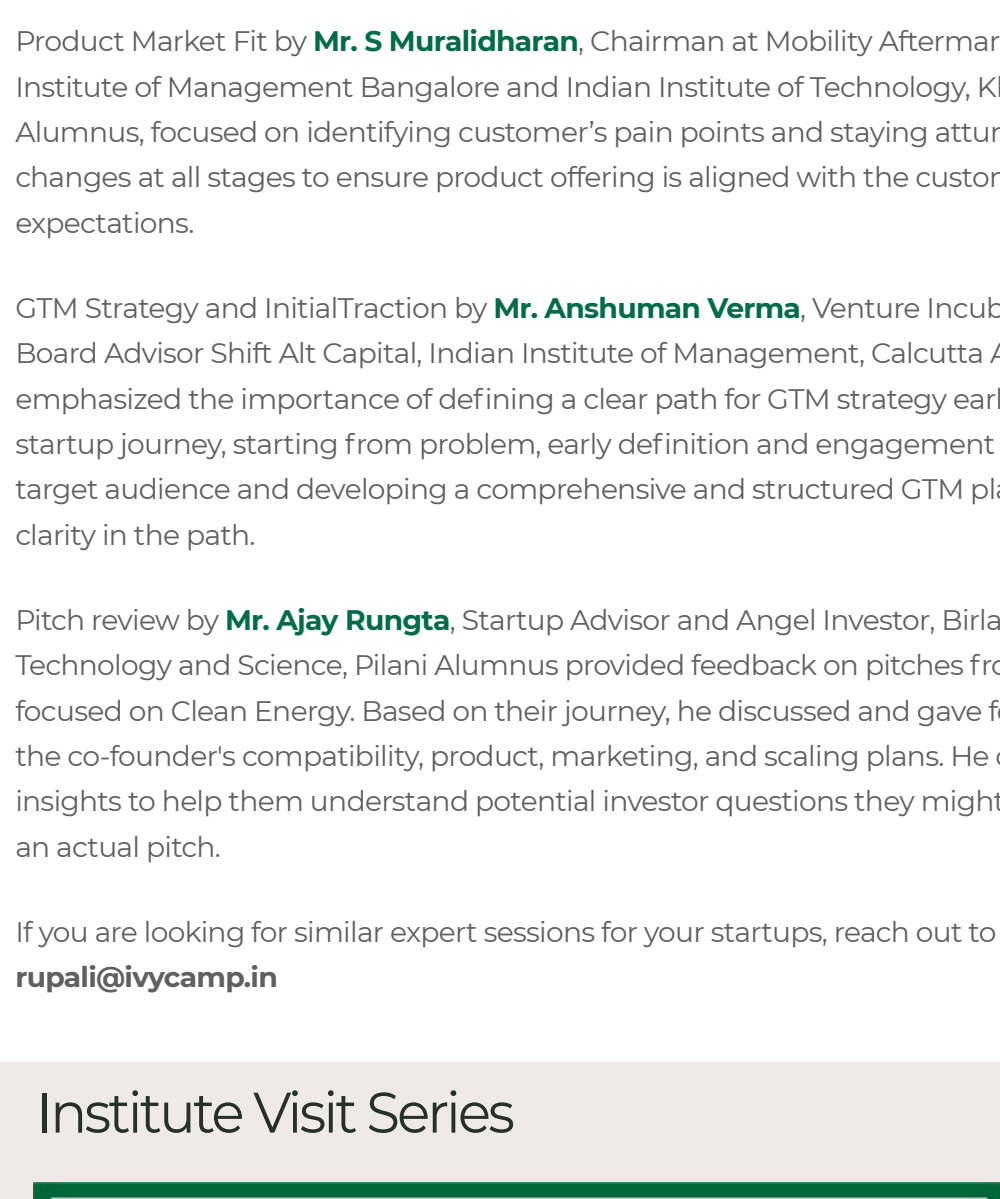


Union Budget 2024-25: AI Startups Seek Rupee Boost, Govt Collaboration Opportunities

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Entrepreneur INDIA



IvyCamp Corner

IvyConnect series with E-Cell IIT Bombay

With the number of young entrepreneurs continuing to grow each year, E-Cells have the exciting opportunity to identify and shortlist the most promising startups for their initiatives with the help of a jury. As part of our IvyConnect Series, Rupesh Gupta from our investment team recently conducted a session for E-Cell, IIT Bombay to share insights on this

A few key highlights are –

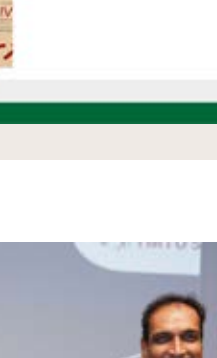
- Clearly defining the types of startups to target to ensure focused selection.
- Designing effective shortlisting criteria by leveraging patterns and trends from previous years.
- Use specific questions in the form with defined ratings to efficiently filter large datasets.
- Leverage mentors' experience to design metrics for moving startups through each selection round.

As the E-Summits are approaching, if you are looking to refine your shortlisting process, reach out to us at rupali@ivycamp.in



IvyConnect Engagement Streamlining Application Shortlisting of Startups

4th July 2024
Mode: Online



Rupesh Gupta
Investment Partner
IvyCap Ventures, B2A & Aumant

IvyConnect Series with IIT Palakkad Technology IHub Foundation (IPTIF)

IvyCamp recently conducted the #IvyConnectseries in collaboration with IIT Palakkad Technology IHub Foundation (IPTIF) for their startup founders. The goal was to provide targeted sessions for these 20 plus early-stage founders on Product Market Fit, MVP Refinement, and Go-To-Market Strategy and Initial traction by a jury review session

Here are the Key takeaways -

MVP Refinement by Mr. Suman Saurabh, Founder at DocuStack, Indian Institute of Management Bangalore, and Indian Institute of Technology, Roorkee Alumnus emphasized the importance of timing of product release and prioritizing product features during the MVP refinement process based on customer feedback. He advised against seeking solutions before clearly identifying the problem as that wastes a lot of time.

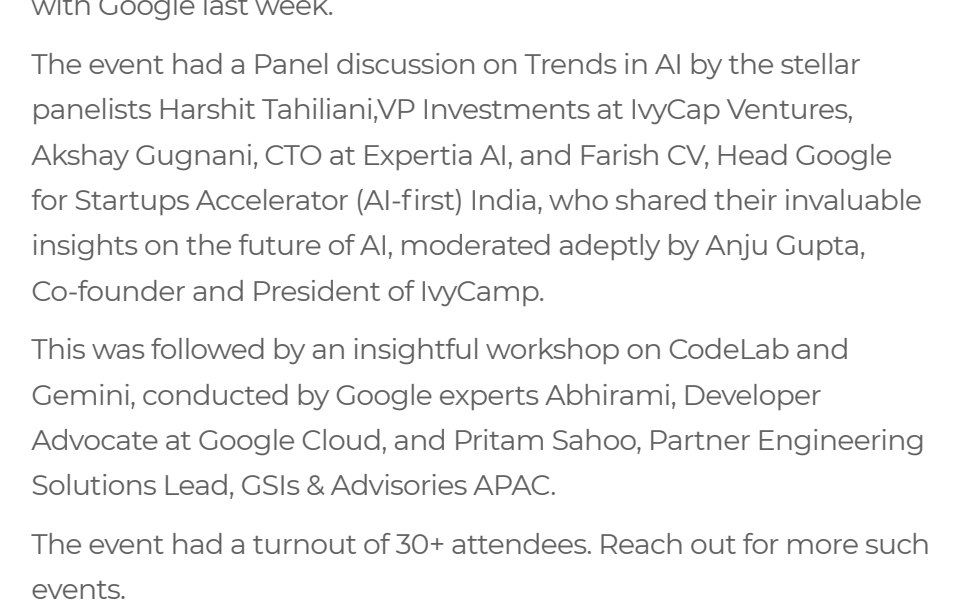
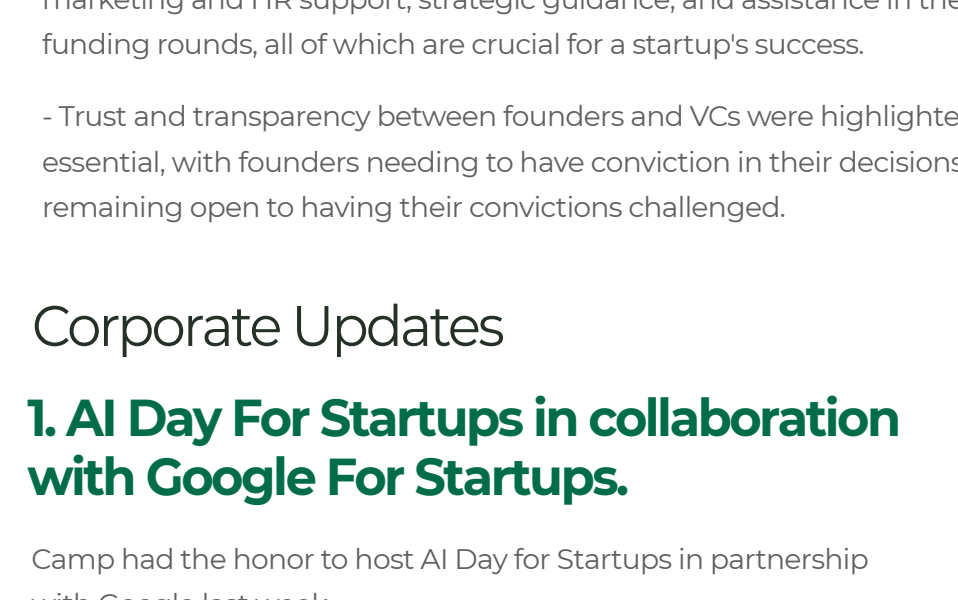
Product Market Fit by **Mr. S. Muralidharan**, Chairman at Mobility Aftermarket, Indian Institute of Management Bangalore and Indian Institute of Technology, Kharagpur Alumnus, focused on identifying customer's pain points and staying attuned to market changes at all stages to ensure product offering is aligned with the customer's expectations.

GTM Strategy and Initial Traction by **Mr. Anshuman Verma**, Venture Incubator and Board Advisor Shift AI, Capital, Indian Institute of Management, Calcutta Alumnus emphasized the importance of defining a clear path for GTM strategy early on in the startup journey, starting from problem, early definition and engagement with the target audience and developing a comprehensive and structured GTM plan to ensure clarity in the path.

Pitch review by **Mr. Ajay Rungta**, Startup Advisor and Angel Investor, Birla Institute of Technology and Science, Pilani Alumnus provided feedback on pitches from six startups focused on Clean Energy. Based on their journey, he discussed and gave feedback on the co-founders compatibility, product, marketing, and scaling plans. He offered insights to help them understand potential investor questions they might face during an actual pitch.

If you are looking for similar expert sessions for your startups, reach out to us at rupali@ivycamp.in

Institute Visit Series



Institute Startup Events

In the endeavor of connecting and fostering relationships with the IIMs/ IITs and other leading institutes, IvyCamp got an invitation to be a part of EXIMUS - IIM Bangalore's Entrepreneurship Summit. Anju Gupta- Co-Founder & President of IvyCamp was one of the panelists with distinguished members Adarsh Sekhar, Partner at IBM Ventures, with Prof. Sabarinathan G from Indian Institute of Management Bangalore moderating the session.

Key Highlights -

- The discussion focused on founders building enduring relationships with VCs for long-term success.
- It emphasized that founders should view VCs as partners in their growth journey, considering the additional value they provide.
- This includes access to a network of customers, technological expertise, marketing and HR support, strategic guidance, and assistance in the next funding rounds, all of which are crucial for a startup's success.
- Trust and transparency between founders and VCs were highlighted as essential, with founders needing to have conviction in their decisions while remaining open to having their convictions challenged.

Corporate Updates

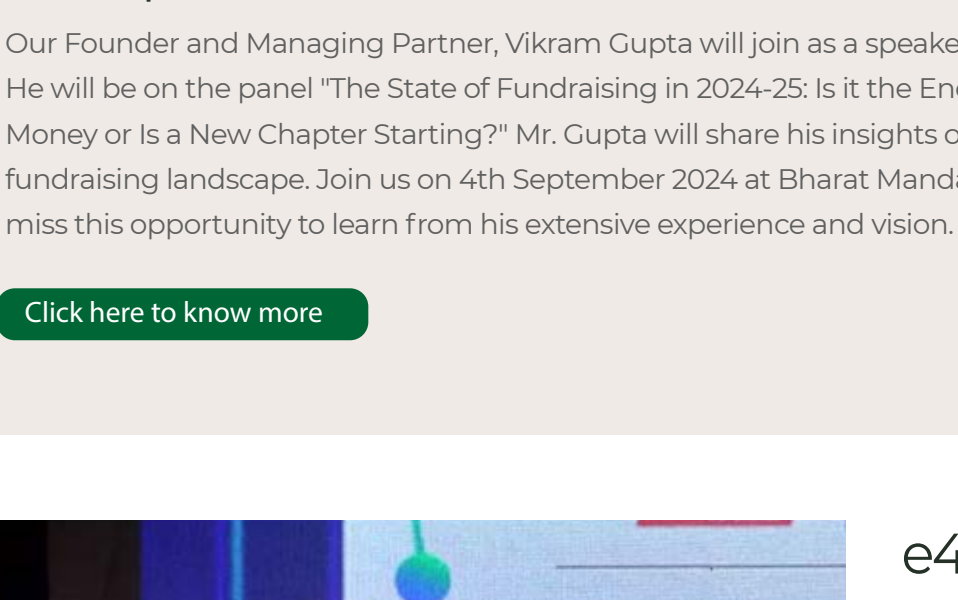
1. AI Day For Startups in collaboration with Google For Startups.

Camp had the honor to host AI Day for Startups in partnership with Google last week.

The event had a Panel discussion on Trends in AI by the stellar panelists Harshit Tahliani,VP Investments at IvyCap Ventures, Akshay Gurnani, CTO at Expertia AI, and Farish CV, Head Google for Startups Accelerator (AI-first) India, who shared their invaluable insights on the future of AI, moderated adeptly by Anju Gupta, Co-founder and President of IvyCamp.

This was followed by an insightful workshop on CodeLab and Gemini, conducted by Google experts Abhinav, Developer Advocate at Google Cloud, and Pritam Sahoo, Partner Engineering Solutions Lead, GSIS & Advosites APAC.

The event had a turnout of 30+ attendees. Reach out for more such events.



2. Pre-event with Slush'D

Get ready for an exclusive pre-event for Bangalore Slush'D in partnership with IvyCap Ventures.

Join us on August 9th at 1:30 PM for a Masterclass on Investment Readiness. Learn from Harshit Tahliani, our Vice-President of Investments, and prepare your startup for success. Don't miss this incredible opportunity to gain valuable insights and network with industry leaders.



[Register Now](#)

3. Startup Networking Event on "Build AI startups from India for the World"

IvyCamp is hosting an invite-only curated startup event in Bangalore for founders on Building an AI startup for Global Customers. This event provides founders an unique opportunity to showcase their startups and build lasting relationships with leading venture capital firm, industry veterans, and like-minded founders driving the future of business.

• Topic: Building an AI startup for Global Customers. | • Date & Time: 22nd August, 3:30 PM - 6:00 PM IST. | • Agenda | • 3:30 PM - 4:40 PM: Fireside Introduction | • 4:40 PM - 5:00 PM: Panel discussion on "Building an AI startup for Global Customers." | • 5:20 PM - 6:00 PM: Networking Session | Venue: IvyCamp Office, MG Road, Bangalore. | Limited seats only. Register now to secure your spot!



Networking Mixer

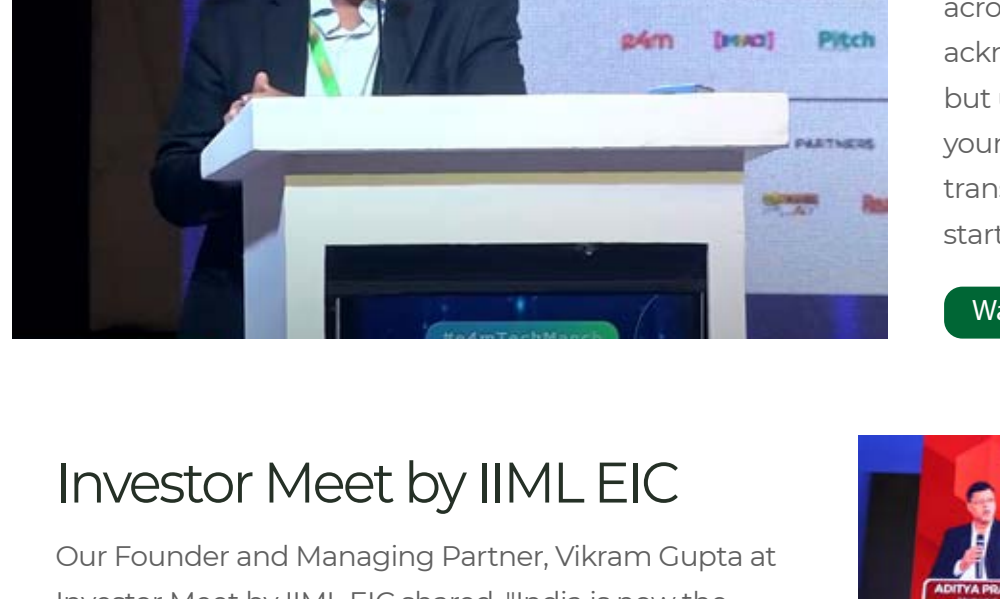
Building an AI Startup for Global Customers

22nd August
3:30 - 6:00 PM IST
IvyCamp Office

[Secure your spot now!](#)

IVCA #WhatsNext

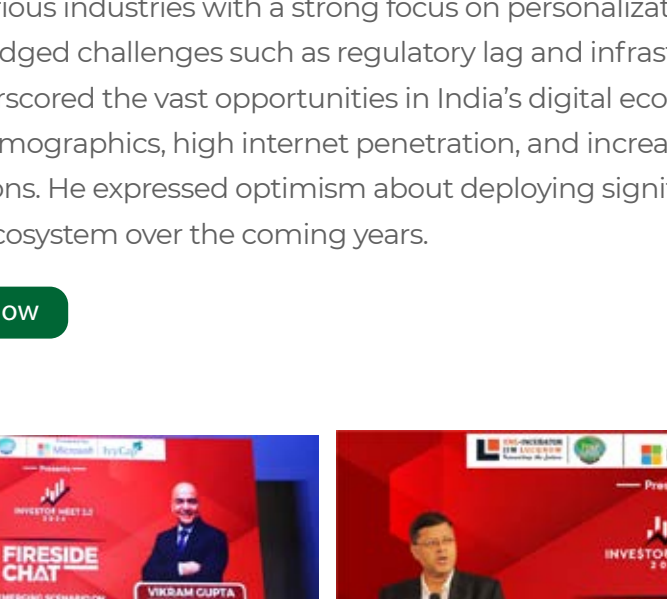
The panel discussed several key issues, such as advocating for a uniform tax rate across all securities, allowing trusts to invest in SEBI-registered schemes without tax penalties, and seeking exemptions from the Angel Tax to support startup investments. Other topics included tax-neutral reorganizations for entrepreneurs, easing conditions for startups to gain recognition from DPIIT, and proposing favorable tax and regulatory changes for ESOPs to enhance talent attraction and retention. The session was an interactive panel discussion, encouraging an open exchange of ideas.



[Watch Now](#)

India D2C Summit 2024

Get ready for the India D2C Summit 2024! Our Founder and Managing Partner, Vikram Gupta, will be joining an incredible lineup of speakers who are reshaping the D2C landscape, including Shammi Agarwal, Director of Pansari Group; Jeevika Tyagi, CEO & Founder of aaste;; Darshita Dang, CEO & Founder of The Good Karma Company; and Saurav Kakoti, Chief Product Officer of PliXlife. Stay tuned for more updates and see you at the India D2C Summit 2024 on 28-29 August 2024 at The Westin Mumbai Powai Lake.

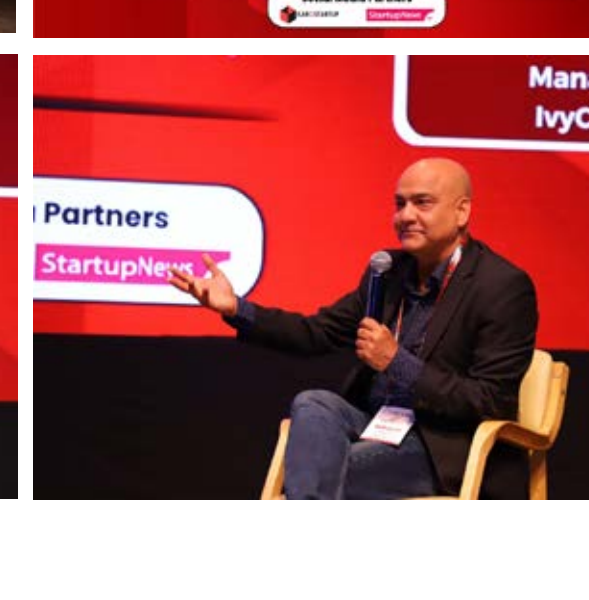


[Click here to know more](#)

Entrepreneur 2024

Our Founder and Managing Partner, Vikram Gupta will join as a speaker at Entrepreneur 2024. He will be on the panel "The State of Fundraising in 2024-25: Is it the End of the Era of Easy Money or is a New Chapter Starting?" Mr. Gupta will share his insights on the evolving fundraising landscape. Join us on 4th September 2024 at Bharat Mandapam, New Delhi. Don't miss this opportunity to learn from his extensive experience and vision.

[Click here to know more](#)



e4mTechMunch 2024

Our Founder and Managing Partner, Vikram Gupta, delivered a keynote address at Tech Munch organized by e4m, where he highlighted IvyCap Ventures' management of 5000 crores in assets and the current investment focus. He detailed the investment strategy, emphasizing seed to Series B investments across various industries with a strong focus on personalization and innovation. He acknowledged challenges such as regulatory lag and infrastructure development but underscored the vast opportunities in India's digital economy, driven by young demographics, high internet penetration, and increasing online transactions. He expressed optimism about deploying significant capital into the startup ecosystem over the coming years.

[Watch Now](#)

Investor Meet by IIML EIC

Our Founder and Managing Partner, Vikram Gupta at Investor Meet by IIML EIC shared, "India is now the third-largest startup ecosystem in the world, with over 725,000 registered startups. In terms of the number of unicorns, India also ranks third globally. Despite a slowdown in funding post-2021, the investment landscape in India has scaled up significantly. While the slowdown impacted the overall ecosystem in 2022 and 2023, we are witnessing a substantial comeback, particularly in late-stage deals. Early-stage deals, contrary to expectations, were less affected. The EIC is doing an excellent job, fostering high-quality entrepreneurs from the ecosystem. As venture capital investors, we are excited about partnering with the EIC and exploring new opportunities

[Click here to know more](#)

